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AMENDMENTS TO THE CLAIMS

This listing of the claims replaces all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS**1. Cancelled.**

2. (Currently Amended) A The system as described claimed in claim 1-3, further comprising means for storing said video signal after said segments have been removed therefrom.

3. (Currently Amended) A system as described in claim 1 further comprising A system for extracting advertising or other promotional segments from a video signal comprising: means for converting, if required, the video signal to a digital format; means for storing said video signal in a database; means for scanning said video signal for the presence of predetermined characteristics; means for associating said characteristics with a start and an end of each said segments; and means for storing said segments without the rest a remainder of said video signal.

4. (Currently Amended) A The system as described claimed in claim 1-3 further comprising means for separately storing said segments and the rest remainder of said video signal.

5. (Currently Amended) A The system as described claimed in claim 1-3 wherein said predetermined characteristics include the a presence of a black frame before and after said

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segment.

6. (Currently Amended) A-The system as described-claimed in claim 1-3 wherein said predetermined characteristics include the-a presence of a predetermined video internal time code cue.

7. (Currently Amended) A-The system as described-claimed in claim 1-3 wherein said predetermined characteristics include the-a presence of a higher average audio level.

8. (Currently Amended) A-The system as described-claimed in claim 7 wherein said audio level is at least 3% higher than that of thean immediately preceding portion of the video signal.

9. (Currently Amended) A-The system as described-claimed in claim 8, wherein the increase in the higher average audio level is between 3% and 6% of that of the immediately preceding portion of the video signal.

10. (Currently Amended) A-The system as described-claimed in claim 1-3, wherein said predetermined characteristics include a predetermined duration for of such-said segments.

11. (Currently Amended) A-The system as described-claimed in claim 10, wherein said duration is 15 seconds or a multiple thereof.

12. (Currently Amended) A-The system as described-claimed in claim 1-3 further comprising means tofor store storing said segments in a database.

13. (Currently Amended) A-The system as described-claimed in claim 12 further comprising means tofor store storing predetermined information relating to said segments in a database.

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14. (Currently Amended) A The system as described claimed in claim 13 wherein said information includes the-a source of the video signal, the-a start time and date, the-an end time and date, and a summary of the-a content of the segment.

15. (Currently Amended) A The system as described claimed in claim 12 further comprising means to-store-for storing frames extracted from each said segment at predetermined time intervals.

16. (Currently Amended) A The system as described claimed in claim 15 further comprising means to-store-for storing predetermined information relating to said segments in a database.

17. (Currently Amended) A The system as described claimed in claim 16 wherein said information includes the-a source of the video signal, the-a start time and date, the-an end time and date, and a summary of the-a content of the segment.

18. Cancelled.

19. (Currently Amended) A The method as described claimed in claim 18-20 further comprising the following steps: a.

storing said segments in a database, ; and b.

storing said characteristics in a database.

20(Currently Amended) A method as described in claim 18 wherein A method for tracking and retrieving advertising segments from a television signal, comprising:

converting, if required, the television signal to a digital format;

storing said digital television signal in a database;

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scanning the television signal for the presence of predetermined characteristics; identifying a start and an end of said advertising segments using said predetermined characteristics; and creating a signature is created for each segment with the useusing of frames taken at predetermined intervals between the start and the end of each segment.

21. (Currently Amended) A-The method as described claimed in claim 20 wherein each signature is stored in a database.

22. (Currently Amended) A-The method as described claimed in claim 21 wherein said segments are selectively retrieved from said database.